

The unsolicited fax part of the rule makes no provision for the most common way the fax is used in business...someone telephones a company and asks over the phone to have information FAXED to them! What idiocy! How do you expect a company to provide timely assistance to someone needing info? It is unworkable to tell the potential customer to fax a request in so we can fax them the information they have just told us they want. And with the current concern over identity theft, NO ONE will willingly fax a copy of their signature to get information. There must be some consideration given to allow fulfillment of phoned-in requests. This will cripple the technical service and customer service functions in business.

For example, we receive from 20 to 50 calls a day from engineers and architects asking for specification compliance data on products that we manufacture and that have been named by a contractor in a bid. Can you imagine the reaction when we tell the engineer that we can't send him data until he sends us a written request with his signature? He isn't going to the time and trouble to do that. He will just specify a substitute product. The FAX rule as it is written is unworkable, unproductive and damaging to normal business communication.